

Vital Progress

Celebrating More than Two Years of Work and Successful Partnerships!

This issue of **Vital Progress** celebrates many of the successful private/public/non-profit partnerships that are part of each Douglas County Economic Vitality project or have since taken shape and lend to the county's vision of "Creating a Community to Match the Scenery." An Economic Vitality Showcase takes place on March 26, 2013, at the Carson Valley Inn in Minden, to provide the community an opportunity to learn more about the economic vitality work of the county and its many partner agencies.


Genoa Projects Spur Partnerships for Maintenance and Highway Signage

The new Genoa Vista Trail is already bringing economic benefits to Nevada's oldest settlement. Local residents and visitors can be seen walking, running, and biking on the trail just about any day the weather allows. Downtown businesses report increased foot traffic from folks staying at 1862 David Walley's Hot Springs Resort. Likewise, the resort is seeing more Genoa residents enjoying the short walk south for a cup of coffee, breakfast, or dinner.

Partnerships are being developed to maintain the new trail. Some of the costs for periodic resealing of the mostly asphalt surface will be paid by a \$500 annual donation from 1862 David Walley's Resort. The resort has also agreed to install a bench, trash can, interpretive sign, and a dog sanitary

station. Responsibility for daily trash collection along the trail is shared equally between the resort and the Town of Genoa. Fencing that separates the trail from the adjacent pasture land will be maintained by The Nature Conservancy.

Walley's recently announced that it plans to begin work this spring on an extension of the trail behind the resort. When complete, this will allow even more opportunities to enjoy the pastoral scenery along the west side of the Carson Valley and view the wildlife that frequents the Carson River.

Since last fall, travelers along US 395 have found it easier to get to Genoa as a new covered wagon monument sign points the way. The sign also symbolizes the community's spirit and the significant results and synergy created by the Genoa Destination Project. Since Douglas County's initial approval of \$2.1 million in redevelopment funding for Genoa Vista Trail and other soon-to-be constructed enhancements to the historic downtown, the town has seen the arrival of several new businesses and the strengthening of the Greater Genoa Business Association. The sign is built on a flatbed Studebaker wagon from the late 1800s. With a great deal of ingenuity and volunteer work, it was transformed into a landmark covered wagon designed to stand up to Carson Valley weather. The GGBA took the lead on the project and was joined by other partners, including 1862 David Walley's Hot Springs Resort, Mario Antoci, and many of the Genoa businesses. Douglas County covered the first year's expense for leasing the property where the sign is located; the Town will continue the responsibility. 



The January 26th opening of the Genoa Vista Trail drew an enthusiastic group of Carson Valley residents seen hiking along the trail from the Town of Genoa to 1862 David Walley's Hot Springs Resort.

INSIDE THIS ISSUE:

K-12 Education	2
Sports Aviation	2
Tahoe Revitalization	3
Tremendous Trails	3
Main Street Gardnerville	4
Employment Training	4
Community and Senior Center	5
Advanced Technology and Manufacturing	5
Ascent Douglas	6

K-12 Education Partnerships

During a November Douglas County School District meeting, Eric Butterfield, executive engineering manager at Bently Nevada GE, delivered a check for \$3,000 to Dr. Lisa Noonan, the district superintendent. The money was raised during a September community car and motorcycle show hosted by GE in Minden in support of Science, Technology, Engineering, and Mathematics (STEM) education in Douglas County. In exchange for a \$25 entry fee, participants received an event t-shirt, lunch, and the chance to win prizes. GE has pledged matching funds. The K-12 Economic Vitality team is working toward a partnership with Douglas County and the school district for additional funding. The total project goal is \$15,000 to fund grant application writing for materials, equipment, and planning related to a new state-of-the-art STEM education center at Douglas High School.



Through grants from the Community Foundation of Western Nevada and Big George Ventures, Promethean Boards are now in all Douglas County elementary schools.

Another partnership between the Community Foundation of Western Nevada and the school district is celebrating new technology and training in our local schools. A three-year, \$1.2 million grant project from a private donor has led to new interactive white board technology, including audio enhancement systems, student response systems, document cameras, and wireless slates at every elementary school in the district. Installation of the new systems was completed last summer. The grant includes training on the new technology for every elementary teacher. An earlier Big George Ventures donation placed smart boards in the Jacks Valley classrooms. This new grant ensures all elementary classrooms in the district are similarly equipped and teachers are supported in using the new technology.

Douglas County schools are proud to consistently produce some of the top student achievement results in Nevada. This installation is one step toward becoming a top school district in the country. This instructional technology can in turn help local employers attract the top talent they need to stay competitive and influence the decisions of outside companies looking to expand or relocate their facilities. The Community Foundation will continue to track how the schools are making use of the new technology, how students are benefiting, and to ensure that local business people and other influencers are familiar with the project. 🏡

Sports Aviation Foundation Begins Its Second Year

The Sports Aviation Foundation celebrated its first anniversary in November yet barely took a breath to mark the occasion. Instead, it continues full-force with a busy program of events and programs to bring aviation to the community. In January, the group held a Youth Aviation Adventure event for Douglas County sixth graders and has applied for a grant from the Wolf Aviation Fund for another Youth Aviation Adventure in May. The foundation has created a PowerPoint presentation and made it available to local service clubs or other interested organizations. It is also developing a white paper to explain its purpose and goals in depth.

The foundation has submitted a proposal to the National Soaring Museum to designate Minden-Tahoe Airport a National Landmark of Soaring. The Minden Soaring Club recently awarded \$1,000 grants to eight local future pilots as part of its Youth Scholarship Program.

These efforts showcase the airport as one of the most important elements of our local community and our economy. Minden-Tahoe draws people from all over the world to Douglas County. As an example, last summer's Open Class National glider event drew about 35 pilots, crew members, and others to the Carson Valley for 11 days of competition and camaraderie.

The Sports Aviation Foundation hopes to break ground for the Aviation Heritage Museum and Challenger Learning Center by 2016. This world-class facility would enable the airport to host events on the scale of the annual AirVenture Oshkosh in Wisconsin. That event brings more than \$110 million to its community. 🏡



Tahoe Revitalization and South Shore Vision Plan Kicked Off a Number of Collaborative Efforts


The South Tahoe Alliance of Resorts (STAR) contributed \$50,000 in private funding in 2011 to kick off the South Shore Vision Plan. The work shows a bright future for the Highway 50 corridor from Kahle Drive to Ski Run Boulevard and was the first step in moving the South Shore from its dependence on gaming to an outdoor recreation-based economy. The plan is a product of a process that included Douglas County in Nevada, El Dorado County and the City of South Lake Tahoe in California, multiple regional planning agencies, private property owners, and other stakeholders, and was facilitated by Design Workshop of Stateline.

The South Shore Vision Plan shows an inviting built environment responsive to environmental conditions, economically sustainable, and centered around the resorts at the state line, connected with mixed-use gateways to the north and south. Areas in between would be opened up for improved views of the natural environment and access to Lake Tahoe.

The approval of the Regional Plan Update by the Tahoe Regional Planning Agency in December 2012 was the next step in the process that incorporated needed code changes to achieve the South Shore Vision and revitalization. It embodied years of collaborative bi-state, multi-jurisdictional work to create a vision for the future of the south shore of Lake Tahoe.



Other collaborative efforts include working with the Tahoe Transportation District on the US 50 / South Shore Community Revitalization Project, which will promote increased safety, efficient traffic flow, and environmental and visual improvements. The proposed plan would convert the existing U.S. Highway 50 route through the commercial core into a three-lane local street while realigning the highway to provide two travel lanes in each direction.


Currently Douglas County, in coordination with the Tahoe Regional Planning Agency (TRPA), is working on developing the South Shore Area Plan for the properties along Highway 50 from the California-Nevada Stateline to the lower Kingsbury area, to implement the recently adopted TRPA Regional Plan. 

Tremendous Trails Being Built and Mapped in Douglas County

More than 20 miles of new trails were added in Douglas County in the last two years. Most of the trail building work and partnerships needed to do the work were led by non-profit organizations. The Carson Valley Trails



Association, through a Nevada Question 1 grant, built the 16+ mile Genoa Foothill Trail System. The Nature Conservancy added the 2-mile West Fork Trail. Other trails include the 1.3-mile Genoa Vista Trail and the 0.6 mile Stateline Trail with a connection to Nevada State Beach. The Tremendous Trails team is building on new trail momentum. The team is working with Douglas County GIS Manager Eric Schmidt to collect new and existing trail data from a variety of sources. This information will be assembled into one tremendous trails database. The result is the Douglas County Flagship Trails Map, which highlights existing, permitted trails in both the Valley and in the Lake Tahoe Basin.

One result of the added trails is a new event expected to attract 250 runners. The Genoa Peak Madathon, scheduled for August 10, 2013, offers runners a choice of a full 26.2-mile marathon or a less-strenuous half-marathon. Both choices will climb from Genoa up the eastern side of the Carson Range. Proceeds from the event will benefit the Carson Valley Trails Association. 

Main Street Gardnerville Exemplifies Working Together

A revolving business loan program funded by a \$56,000 Rural Business Enterprise Grant from the USDA has enabled significant improvements in downtown Gardnerville. A \$15,000




business loan from Main Street Gardnerville made it possible for Rick Ackerson to move his start-up business, No Place Like Home Senior Care, into the former Gardnerville Water Company building at 1394 Highway 395. No Place Like Home used the loan to



purchase office equipment for the new location and to promote an existing home caregiver to full-time general manager. The company has since added an area manager and a full-time scheduler. That in turn gave Rick the time he needed to continue building his business. A licensed personal care agency, the company is able to assist anyone who needs in-home care. The business just received Best of Home Care 2013 and Leader in Excellence awards from Home Care Pulse, an independent survey company.

The loan program has helped several downtown businesses renovate their premises or expand operations. Loans of \$1,500 to \$10,000 are available at two-percent interest rates and repayment in five to 10 years. Money can be used for exterior signs and awnings, interior or exterior remodeling or renovation, purchasing additional equipment, fixtures, or inventory, working capital or business expansions. Loan applications are reviewed by a committee of local financial professionals and all sensitive information is kept strictly confidential.

Main Street Gardnerville keeps a busy calendar of wine walks, cash mobs, morning coffee meetings, and other events. The key to making this all succeed is the hard work and energy given by a dedicated group of talented people. In 2011, these volunteers generously contributed 3,720 hours of their time. In 2012, they increased their effort by 25 percent and gave 4,650 volunteer hours. 




Employment Training and Job Development

The Douglas County Employment Training and Job Development program continues to work with the Carson Valley Chamber of Commerce, the Business Council of Douglas County, the Carson Valley Inn, Minden-Tahoe Airport, and other organizations to connect employers with local job seekers. At the fall Carson Valley Career Job Opportunity Fair more than 300 community members were able to network with 26 businesses and employment support agencies. Over 800 employment applications were distributed with numerous interviews conducted on site. More than 25 individuals attended the three-day job readiness seminar, "You're Hired!" in early September. The spring seminar is scheduled for April 10-12 and the spring job fair is May 22.

During the 2011-2012 fiscal year the program helped 141 county residents who were unemployed or underemployed. Sixty-five percent of these community members secured employment or achieved an improvement in their employment situation.




Jobseekers can join the Employment, Training and Job Development team each Monday morning for help starting a job search. The Jobseeker Networking Group meets each Monday at the Douglas County Social Services resource room from 9:00-10:00 AM. The meetings offer a variety of current job postings, job search tips, job leads, and a supportive network of other jobseekers. Speakers have included JOIN (Job Opportunities in Nevada) and Nevada Legal Services. 

Community Services Foundation Moves Community and Senior Center Forward

With its October groundbreaking, the long-awaited Carson Valley Community and Senior Center transitioned into a phase of raising funds for equipping the new facility when it opens in 2015. These efforts are spearheaded by the Douglas County Community Services Foundation, a non-profit 501(C)(3) corporation. This furthers the vision and accomplishments of the Community and Senior Center team that succeeded in finding ways to get the center itself funded and built.

The foundation will now find ways to outfit the building. When completed the center will include a large dining room and event space, a commercial kitchen, senior day programs, a gift shop, arts and crafts areas and social areas, transportation offices, and community health facilities. It will also include recreational spaces with two full-sized basketball courts with seating, volleyball courts, an indoor jogging track, games areas, locker rooms, and indoor playground, space for fitness equipment, racquetball courts, community meeting spaces, classrooms, a children's play and part-time preschool space.

For information on the Donor Program, go to: <http://www.douglascountynv.gov/index.aspx?NID=982> or contact Scott Morgan at: info@DCCSG.org or 775-782-9828. 

GYMNASIUM - LEVEL 2



CORE - TATE SNYDER KIMSEY

An architectural rendering of the new Community and Senior Center gymnasium.

Advanced Technology and Manufacturing Businesses

A recent study conducted by Nevada Venture Accelerators sought to determine if an advanced manufacturing cluster exists in our area and, if it does, what it looks like. The work was funded by a grant from the Small Business Administration obtained by the Western Nevada Development District with funding by the Small Business Administration. According to University of Nevada's Center for Economic Development and Regional Studies, Douglas County is home to more than 140 technology companies,

These companies employ more than 1,800 people and pay \$111 million in wages—20 percent of all wages paid in the county. Their average pay is more than \$61,000 per year while the average annual wage in the county was under \$40,000 as of the first quarter of 2012.

Results of a recent study on local advanced manufacturing were shared with the business community during a public workshop in October 2012.


More than two dozen local companies comprise an advanced manufacturing cluster. The study recommends networking and marketing the Carson Valley as a "virtual advanced manufacturing park" as the best way to expand business in the near term. Work is underway to identify a project champion and team to move the effort forward largely through the proven public-private partnership model. 

Photo: Jim Grant/Record-Courier



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This is Vital Progress, a regular newsletter about the implementation of the Douglas County Economic Vitality Strategy and Action Plan that was adopted by the County Board of Commissioners in September 2010. The plan addresses three focus areas and 12 projects that will strengthen our economy and our community. As we move forward with our projects, we will continue to provide updates on our progress. For more information, please visit our website at:

<http://www.douglascountynv.gov/index.aspx?NID=296>

For more about our projects, go to:

<http://www.douglascountynv.gov/index.aspx?NID=297>

We're on the Web!

www.douglascountynv.gov

***Creating a
Community to
Match the Scenery***



Ascent Douglas and Outdoor Equipment Manufacturers

Douglas County is home to several noteworthy manufacturers building equipment for outdoor enthusiasts. Probably the most significant among them, and certainly in its own industry, is North Sails, the world's largest manufacturer of sails for racing yachts. Other local companies build products for motorsports enthusiasts, equestrians, and back country campers. Many of these companies were begun and are run by outdoors folk. With such a huge variety of year-round recreation opportunities right out the door, our community is a great place for people with a passion for fresh air and big vistas.

Ascent Douglas is a program to reach out to companies in these outdoor industries and help them see the benefits of locating in Douglas County. Local community members, county staff, and the team at the Northern Nevada Development Authority have worked to investigate and understand the needs of outdoor equipment manufacturers. They have presented and networked annually at the Outdoor Retailer tradeshow, the largest gathering of outdoor industry decision makers in North America. With a supportive local community, Nevada's business-friendly environment, and our terrific location, terrain, and weather, Douglas County continues to be an attractive place for outdoor companies to prosper.



As with any initiative that is a few years old, project objectives are currently being reevaluated to ensure the best use of resources. 